Economic downturn may reduce purchasing power. Unfavorable user experience could lead to negative reviews, impacting brand reputation

**01.**

Implementing loyalty programs to

retain customers. Leveraging customer feedback for product improvement enhances satisfaction and loyalty

**02.**

Expanding product range to meet diverse needs. Utilizing social media

for positive brand engagement and customer relationship building

**Discovery Phase**

Customers explore product offerings, seeking information to understand features and benefits before making

a purchase decision

**Engagement Stage**

After the purchase, customers actively engage with the product, providing feedback and forming a lasting connection with the brand

Supply chain disruptions may impact product delivery. Dependence on

a single supplier may result in vulnerability to market fluctuations

**01.**

Implementing robust supply chain management systems. Collaborating

with suppliers for innovative product development and cost-effective solutions

**02.**

Expand suppliers for risk mitigation, create transparent communication, and foster partnerships for shared growth and success

**Onboarding Phase**

Suppliers align with the company, establishing communication channels and grasping procurement processes to fulfill product and service delivery needs

**Performance Stage**

Thriving suppliers achieve performance, meeting quality standards, timelines, fostering mutually beneficial long-term relationships consistently

Job insecurity during economic downturns. Lack of professional development opportunities may lead

to disengagement and turnover

**01.**

Offering training programs for skill enhancement. Recognizing and rewarding employee contributions enhances motivation

**02.**

Enhancing work-life balance through flexible arrangements and nurturing open communication for a collaborative and positive workplace atmosphere

**Onboarding Phase**

New employees undergo onboarding, where they learn about the company culture, policies, and their roles within the organization

**Growth Stage**

As employees gain experience,

they enter the growth stage, actively contributing to projects, advancing

their careers

Regulatory changes may affect investment strategies. Failure to diversify investments increases exposure to market risks

**01.**

Regularly updating investors on company performance. Diversifying investment portfolios to mitigate risks and maximize returns

**02.**

Utilizing technology for instant market analysis, while forming key alliances and acquisitions to strengthen market standing and shareholder value

**Research Phase**

Investors conduct thorough research on the company's financial health, market position, and growth potential before making investment decisions

**Monitoring Stage**

Prior to investing, thorough research

is conducted by investors on the company's financial health, market position, and growth potential

**PHASES**

**RISKS**

**OPPORTUNITIES**

**Customer**

**Supplier**

**Employee**

**Investor**

**STAKEHOLDER JOURNEY MAP**

A stakeholder journey map is a tool to visualize and understand how different stakeholders interact with your offering, enabling you to enhance their experience and address any issues they may encounter along the way